

IPSOS PRESS RELEASE INTERNATIONAL WOMEN'S DAY 2026

Ipsos Malaysia

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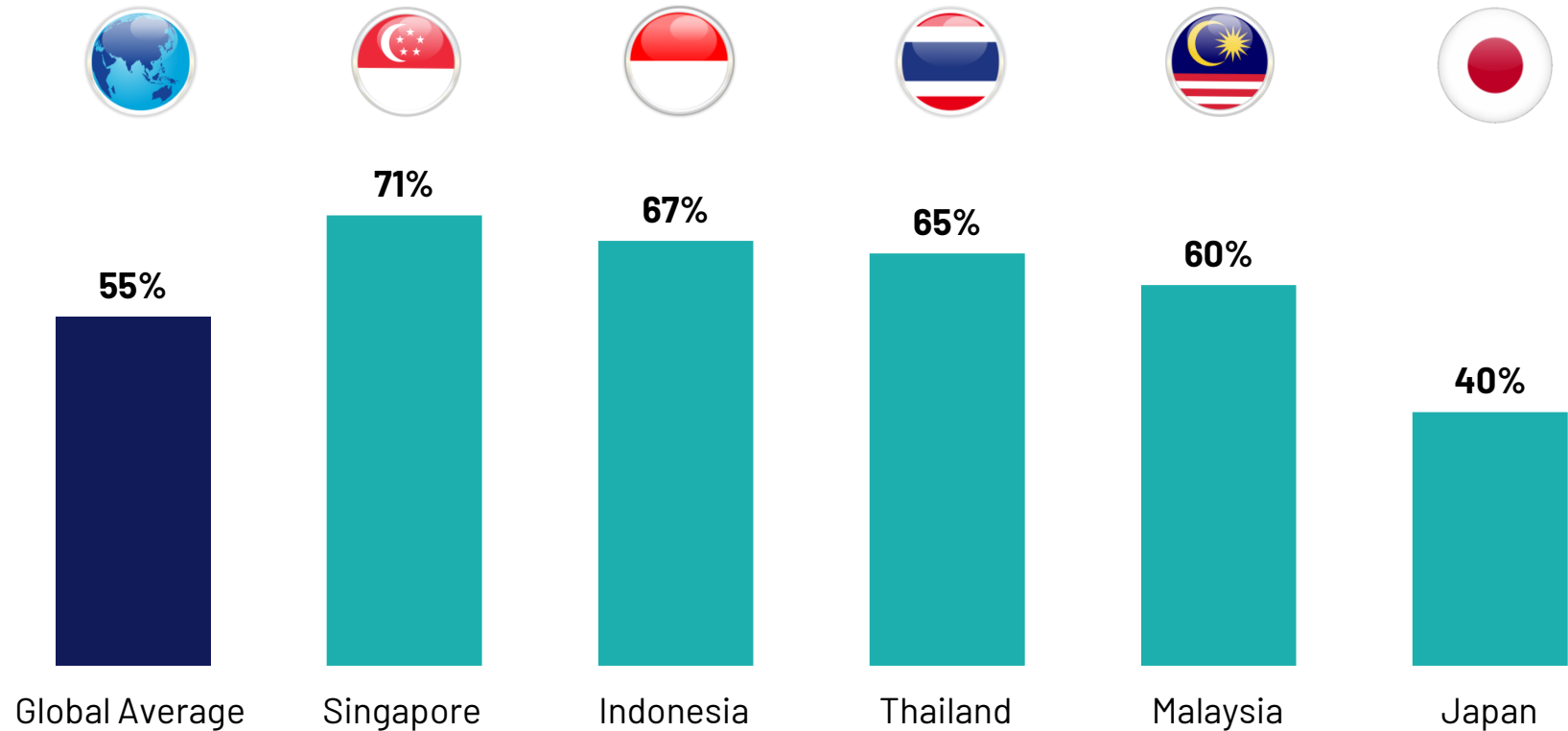


Southeast Asia shows strong optimism for young women's future

6 out of 10 Malaysians believe young women today will have a better life than their parents' generation, higher than the global average. This data suggests that rising living standards and expanding opportunities in the country is shaping a more positive outlook for women's future.

Base: Representative sample of Malaysian adults aged 18-74: n=500; Global: n=23,268

To what extent do you feel that young women today will have a better life from their parents' generation? (% of Agree)



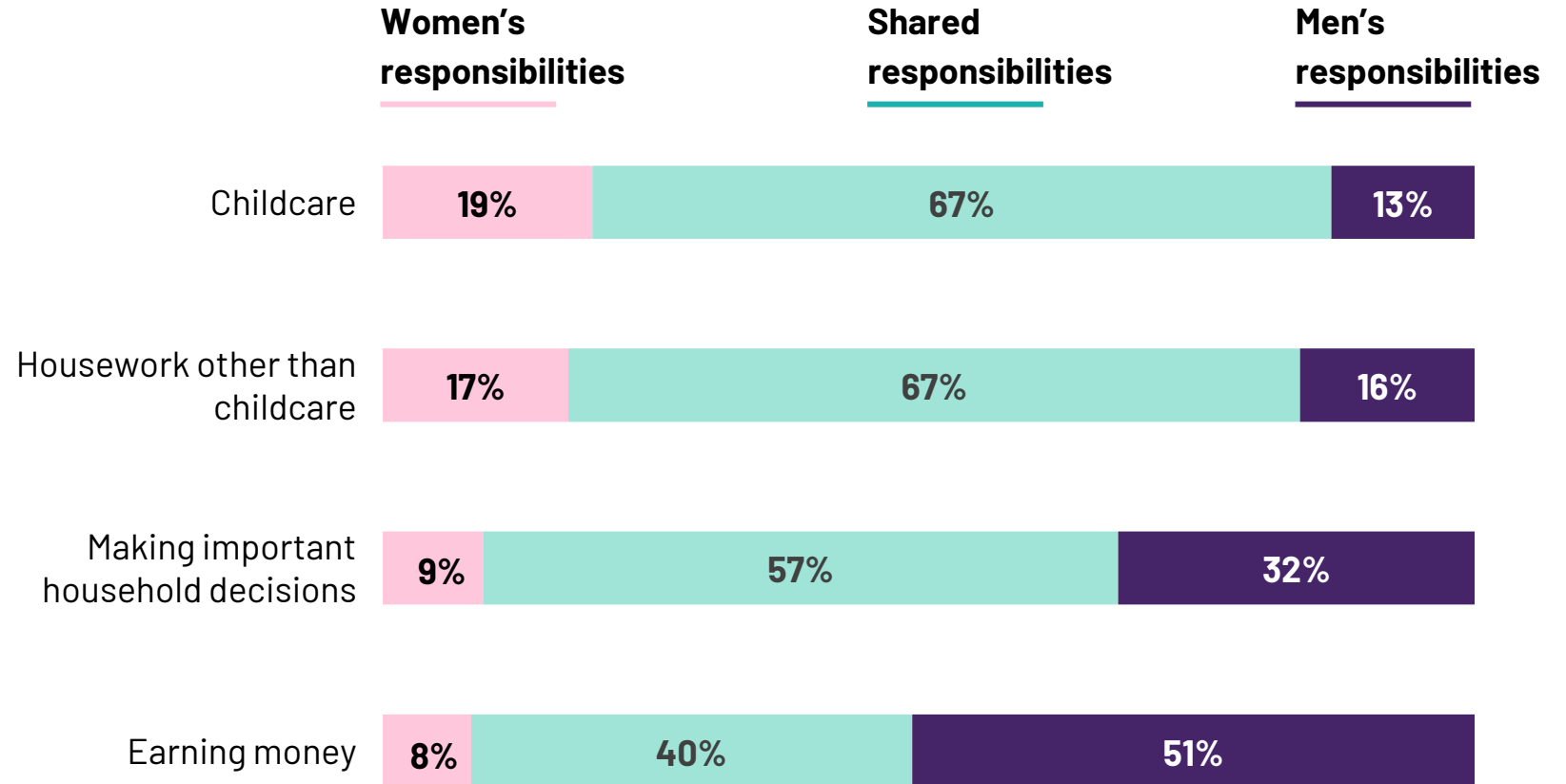
Malaysians support shared responsibilities at home, but traditional breadwinner norms persist

Malaysians agree that things such as childcare, housework and household decisions should be shared equally. However, earning money is still widely seen as a male responsibility.

Base: Representative sample of Malaysian adults aged 18-74: n=500; Global: n=23,268



Do you personally believe that men or women should be mainly responsible for each of the following tasks, or do you think they should be shared equally?



Women are perceived to have more choices about self-expression

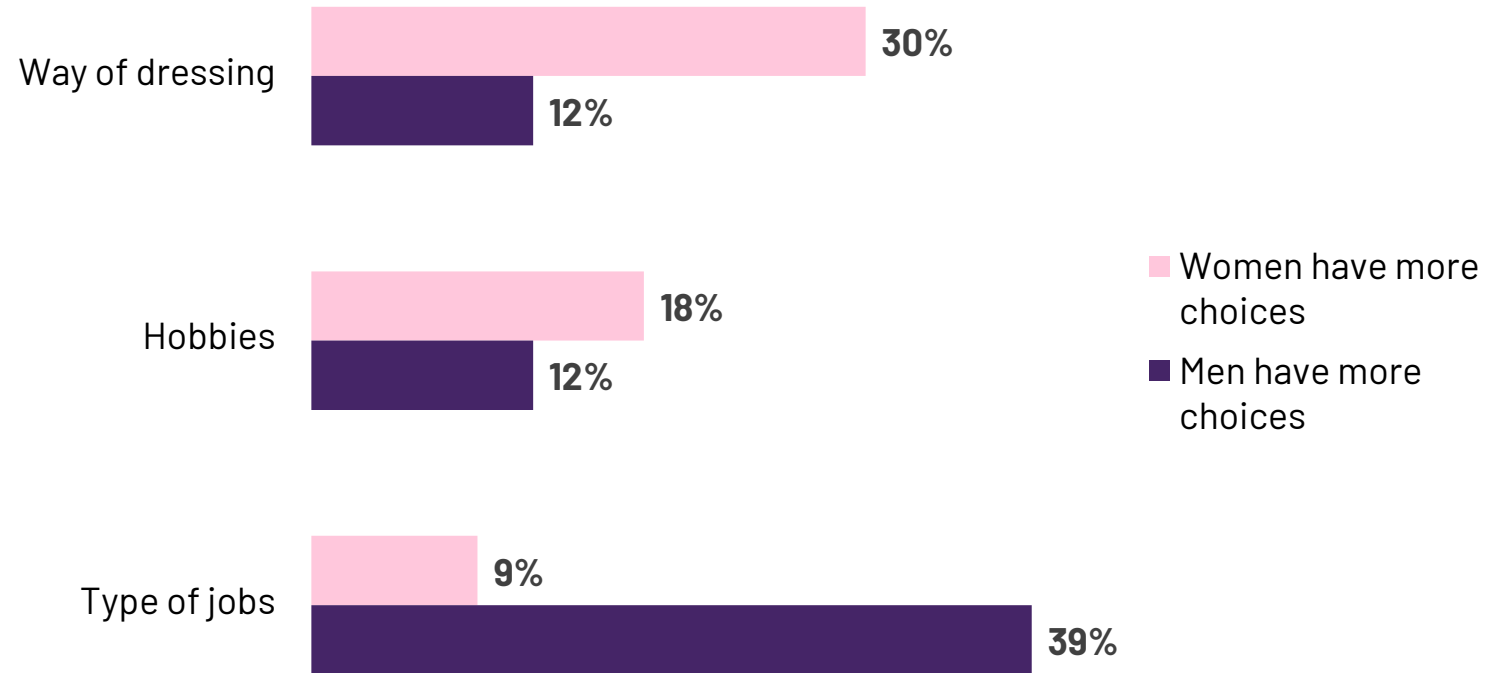
Malaysians believe that women have greater choices in areas of personal expressions, such as the way they dress and hobbies than men.

Men, however, are far more likely to be seen as having more choices in the types of jobs they can pursue.

Base: Representative sample of Malaysian adults aged 18-74: n=500; Global: n=23,268



In general, do you think men or women have more choices when it comes to each of the following?



Malaysia shows greater acceptance of women in decision-making roles

More Malaysians believe things will work better if more women hold leadership roles in government and business, rising from 53% in 2025 to 56% in 2026.

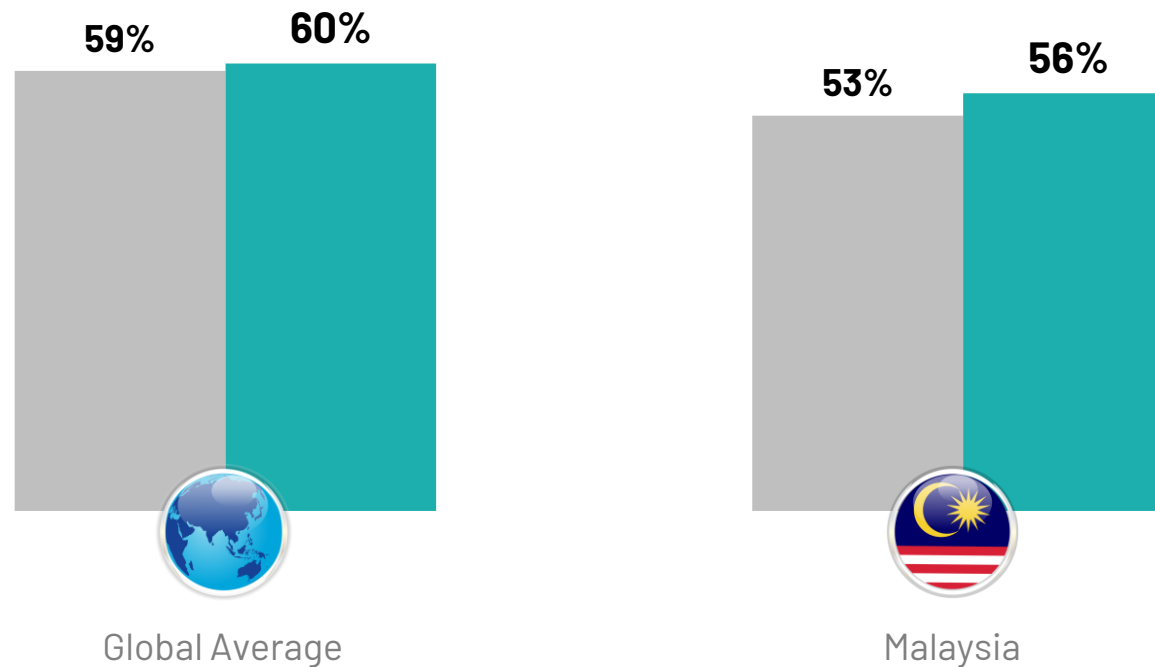
This increase contrasts with the largely stable global view.

Base: Representative sample of Malaysian adults aged 18-74: n=500; Global: n=23,268



Things would work better if more women held positions with responsibilities in government and companies (% Agree)

■ 2025 ■ 2026





INTERNATIONAL WOMEN'S DAY 2026

International Women's Day celebrates advancements in gender equality worldwide, marked by historic milestones such as significant female participation in the Milan-Cortina Winter Olympics 2026 and the election of Kristy Coventry as the first female President of the International Olympic Committee. This global momentum mirrors the emerging narrative in Malaysia, where optimism for young women's futures remains high, supported by data revealing evolving societal attitudes.

However, the coexistence of progressive and traditional norms in Malaysia such as the support for shared responsibilities in the household against the backdrop of male breadwinner models presents an opportunity for nuanced and targeted gender equality initiatives. While women are celebrated for their freedom in personal expression, men still dominate in employment choices, indicating areas that require focused intervention.

The rising acceptance of women in leadership roles in Malaysia suggests a positive cultural shift, shaping new perceptions within government and business. This transition offers insightful learnings into Malaysia's unique gender dynamics, contrasting with global stability in such perceptions.



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